

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method comprising:
receiving information describing one or more items for sale by a seller;
facilitating a sale of the items through one or more online sales channels; and
processing the received information and data associated with the facilitated sale using a data warehouse analytical processing tool to generate metrics to report reporting-metrics to the seller regarding the one or more items for sale on the one or more online sales channels;
reporting to the seller organized groups of metrics in a dashboard;
wherein:
the metrics comprise generated quantitative information associated with top-line highlights, bottom-line highlights, and SKU-level information, and an executive summary
the top line highlights comprise a comparison of sales performance and sales forecasts,
the bottom line highlights comprise a report of costs and a bottom line sales performance, and
the dashboard comprises the top line highlights, the bottom line highlights, the SKU-level information, and an executive summary with qualitative subjective information that provides value to the generated quantitative information.

2. (Original) The method of claim 1 wherein an item comprises a good or a service or a combination of goods and services.
3. (Currently Amended) The method of claim 1 wherein the reporting provides the seller with a central source for measuring and assessing information, wherein the one or more sales targets are determined by the seller.
4. (Original) The method of claim 1 wherein the metrics comprises recommendations to improve any of the top-line highlights and bottom-line highlights.
5. (Original) The method of claim 1 wherein the reporting provides feedback on a condition of sales in comparison to one or more sales targets, wherein a performance of actual sales is tracked relative to the one or more sales targets.
6. (Cancelled)
7. (Currently Amended) The method of claim 1 wherein reporting the metrics facilitates sales adjustments responsive to a dynamic sales environment, further comprising providing a software infrastructure that enables the seller to provide information describing one or more items to be sold on the one or more online sales channels.
8. (Cancelled)
9. (Original) The method of claim 1 further comprising keeping track of information related to the one or more items for sale, wherein the information comprises financial information and quantity of goods sold, wherein the financial information comprises fees and costs.

10. (Currently Amended) The method of claim 1 wherein the reporting of metrics comprises providing the seller with insights and strategic recommendations on sales activities, and showing interrelationships of sales activities and cause-and-effect patterns, and wherein the one or more reporting metrics are customized based on the seller's preferences.

11. (Cancelled)

12. (Original) The method of claim 1 further comprising receiving one or more of the following: business-specific information; data within objects, spreadsheets, and text files; and business-related applications and logic.

13. (Cancelled)

14. (Currently Amended) A system comprising:

a processor to process data related to a plurality of items for sale by a seller on an online sales channel, the processor configured to generate metrics associated with a sale of the plurality of items;

a software tool to organize and present the metrics to show interrelationships of sales activities and cause-and-effect patterns of sales performance, the software tool being configured to generate;

one or more reports providing information from a connection provider to a seller of one or more items for sale on one or more sales channels, the one or more reports being generated by the connection provider; and

one or more targets relating to goals and forecasts for the one or more items for sale, the one or more targets being determined by the seller; and

a reporting tool to present the one or more reports to the seller;
wherein:

the reporting tool comprises a dashboard with an executive summary with qualitative subjective information that provides value to quantitative information in any one of the one or more reports and the dashboard,

the qualitative subjective information comprises recommendations to improve sales based on the sales activity of the seller, and

the dashboard comprises top line highlights that comprise a comparison of sales performance and sales forecasts, and bottom line highlights that comprise a report of costs and a bottom line sales performance.

15. (Original) The system of claim 14 wherein the one or more reports comprise one or more benchmarks of the seller's one or more targets.
16. (Original) The method of claim 14 wherein the executive summary comprises insights, recommendations, performance alerts and analysis for the seller.
17. (Cancelled)
18. (Cancelled)
19. (Cancelled)
20. (Currently Amended) The system of claim 14 wherein the reporting software tool is configured to allow the seller to assess the performance of any of one or more sales, inventory, pricing, and marketing parameters relative to one or more specified targets, wherein the software reporting tool comprises self-servicing functionality to allow the seller to access information at the seller's convenience.

21. (Original) The system of claim 14 wherein the one or more reports to the seller comprise any of a presentation of issues, alerts, news, customer feedback, and recommendations to provide value to the seller.

22. (Cancelled)

23. (Currently Amended) The system of claim 14 further comprising wherein the software tool comprises an Online Analytical Processing (OLAP) capability configured to facilitate organized views of auction information data.

24. (Original) The system of claim 23 wherein the OLAP capability includes functionality that enables a user to view a web-based presentation of the auction data, the web-based presentation including a format that is organized into logical groups of information.

25. (Original) The system of claim 23 wherein the auction information presented includes one or more of gross merchandise sales (GMS), net merchandise sales (NMS), and an auction conversion rate for the one or more listings.

26. (Currently Amended) An article comprising a machine-readable medium storing instructions operable to cause a machine to perform operations comprising:
receiving information describing one or more items for sale by a seller;
facilitating a sale of the items through one or more online sales channels; and
processing the received information and data associated with the facilitated sale using a
data warehouse analytical processing tool to generate metrics to report reporting metrics to the
seller regarding the one or more items for sale on the one or more online sales channels;
reporting to the seller organized groups of metrics in a dashboard;
wherein:

the metrics comprise generated quantitative information associated with top-line highlights, bottom-line highlights, and SKU-level information, and an executive summary

the top line highlights comprise a comparison of sales performance and sales forecasts,

the bottom line highlights comprise a report of costs and a bottom line sales performance, and

the dashboard comprises the top line highlights, the bottom line highlights, the SKU-level information, and an executive summary with qualitative subjective information that provides value to the generated quantitative information.

27. (New) The computer-implemented method of claim 1, wherein the dashboard is configured to present weekly sales activity, a velocity of sales and inventory, customer feedback on the items sold, and a recommendation to adjust a level of inventory based on seasonal sales activity of the seller.

28. (New) The computer-implemented method of claim 1, wherein the organized groups of metrics in the dashboard includes:

- a chart of periodic sales activity for the items for sale;
 - a list of best-selling items comprising key statistics for the periodic sales activity;
 - a list of slow-selling items comprising key statistics for the periodic sales activity;
 - a list of top-margin items comprising key statistics for the periodic sales activity;
- and
- a recommendation for improving a velocity of sales based on seasonal sales activity of the seller,
- wherein the key statistics for the periodic sales activity comprise metrics related to gross merchandise sales and net merchandise sales for a tracked time frame.

29. (New) The computer-implemented method of claim 28, and wherein the recommendation comprises a recommendation for an adjustment to levels of inventory to adjust for seasonal promotions.

30. (New) A computer-implemented method comprising:

processing data related to a plurality of items for sale by a seller on an online sales channel to generate metrics related to a sales performance of the plurality of items;

tracking the metrics related to the sales performance of the plurality of items over a time frame;

reporting the metrics to the seller in an online reporting tool, wherein the online reporting tool comprises a representation of the metrics in a dashboard;

producing a recommendation for improving the sales performance when the sales performance declines from a prior time period, wherein the recommendation comprises performing a web-based adjustment to the online sales channel to improve the sales performance for the plurality of items for sale; and

providing the recommendation at a location in the dashboard that indicates where the sales performance declines.

31. (New) The computer-implemented method of claim 30, wherein the web-based adjustment includes adding a pop-up advertisement to the online sales channel.

32. (New) The computer-implemented method of claim 30, wherein the web-based adjustment includes adding promotional information to a webpage of the online sales channel.

33. (New) The computer-implemented method of claim 30, wherein the web-based adjustment includes providing an indication that an inventory level of the plurality of items is limited on the online sales channel.

34. (New) The computer-implemented method of claim 30, wherein the recommendation comprises providing an indication to adjust an inventory level for seasonal promotions.
35. (New) The computer-implemented method of claim 30, wherein the sales performance includes metrics associated with any of gross merchandise sales (GMS) or net merchandise sales (NMS).
36. (New) The computer-implemented method of claim 30, wherein the data related to the plurality of items for sale comprises weekly sales data.
37. (New) The computer-implemented method of claim 30, wherein:
 - the metrics comprise generated quantitative information associated with top-line highlights, bottom-line highlights, and SKU-level information,
 - the top line highlights comprise a comparison of sales performance and sales forecasts,
 - the bottom line highlights comprise a report of costs and a bottom line sales performance, and
 - the dashboard comprises the top line highlights, the bottom line highlights, the SKU-level information, and an executive summary with qualitative subjective information that provides value to the generated quantitative information.